

King, Valerie A.

From: King, Valerie A.
Sent: Wednesday, July 16, 2003 10:51 AM
To: McCann, Amy
Subject: FW: General Advertising

Sensitivity: Confidential

DSS: No



5624 Generic
SMOKERS Ad, print...

Amy:

We learned during our weekly conference call with MDS last week that they had used one of the previously approved generic print ads (approved by both PM and their IRB) as a billboard for recruiting purposes. Since the ad language had been previously approved, we were not completely surprised that they had done this. However, in the context of sensitivity around the Master Settlement Agreement, we wanted to 1) advise the Law department that this had been done, and 2) ensure that there weren't any issues that would warrant our asking MDS not to use this type of media in the future.

Part of our dialogue with MDS around this has been to iterate that advertising strategies outside of the "norm" (i.e., print or radio with previously approved language), should always be vetted with us. To this point, they have been proactive in getting our approval for non-standard strategies, but we wanted to be clear.

Could you let me know if we need to advise them to not use the billboard format in the future? The ad that was used is attached herein for your reference.

Thanks,
Valerie

-----Original Message-----

From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]
Sent: Tuesday, July 15, 2003 1:54 PM
To: valerie.a.king@pmusa.com
Subject: General Advertising
Sensitivity: Confidential

Valerie,

Attached is the print ad (second to the radio ad) that is currently being used in a billboard format. This print ad has been previously approved by MDS IRB and PM.

Let me know if you have any questions.

Thanks
Kim

Kimberly M. Prchal
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